

KANTAR MEDIA

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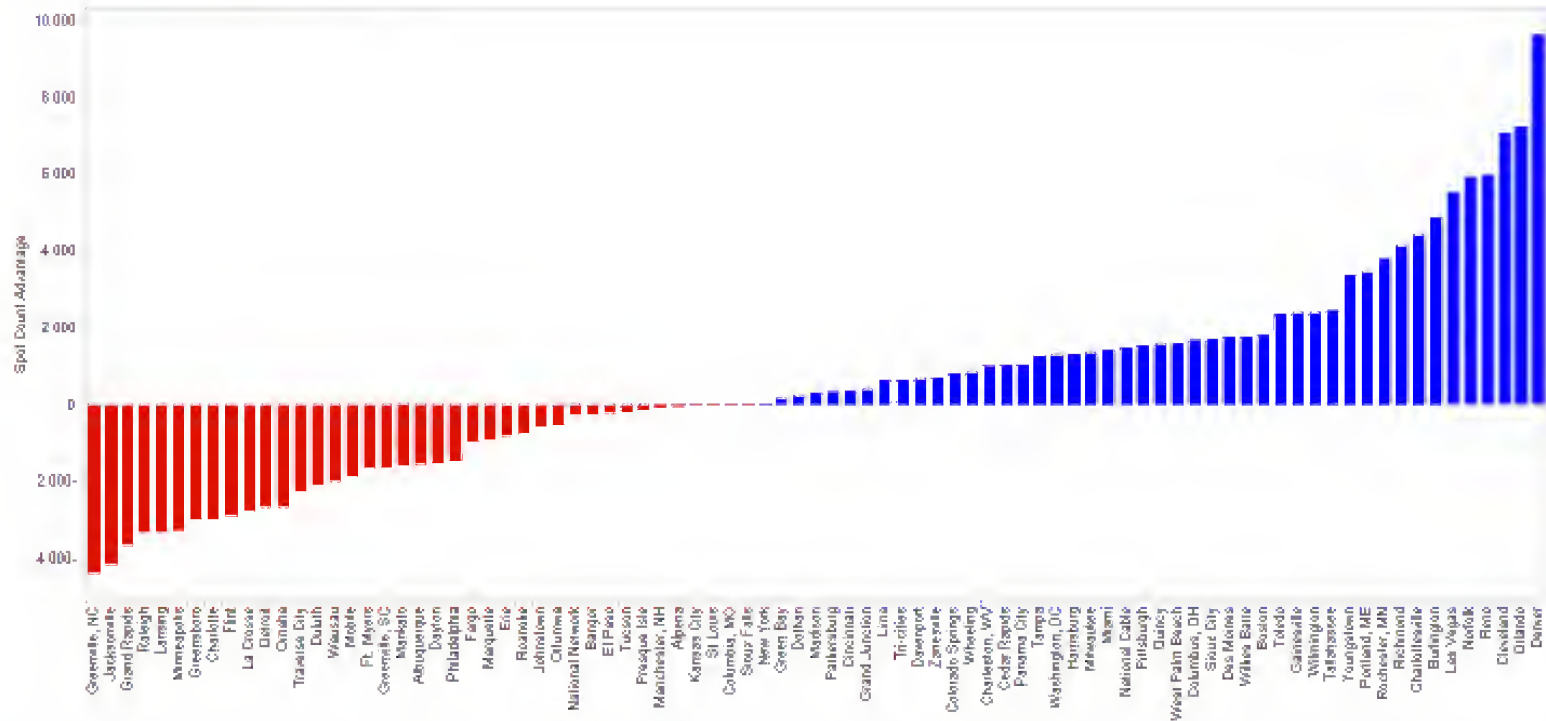
2012 Presidential TV Advertising

Spot Count Advantage by Party Affiliation

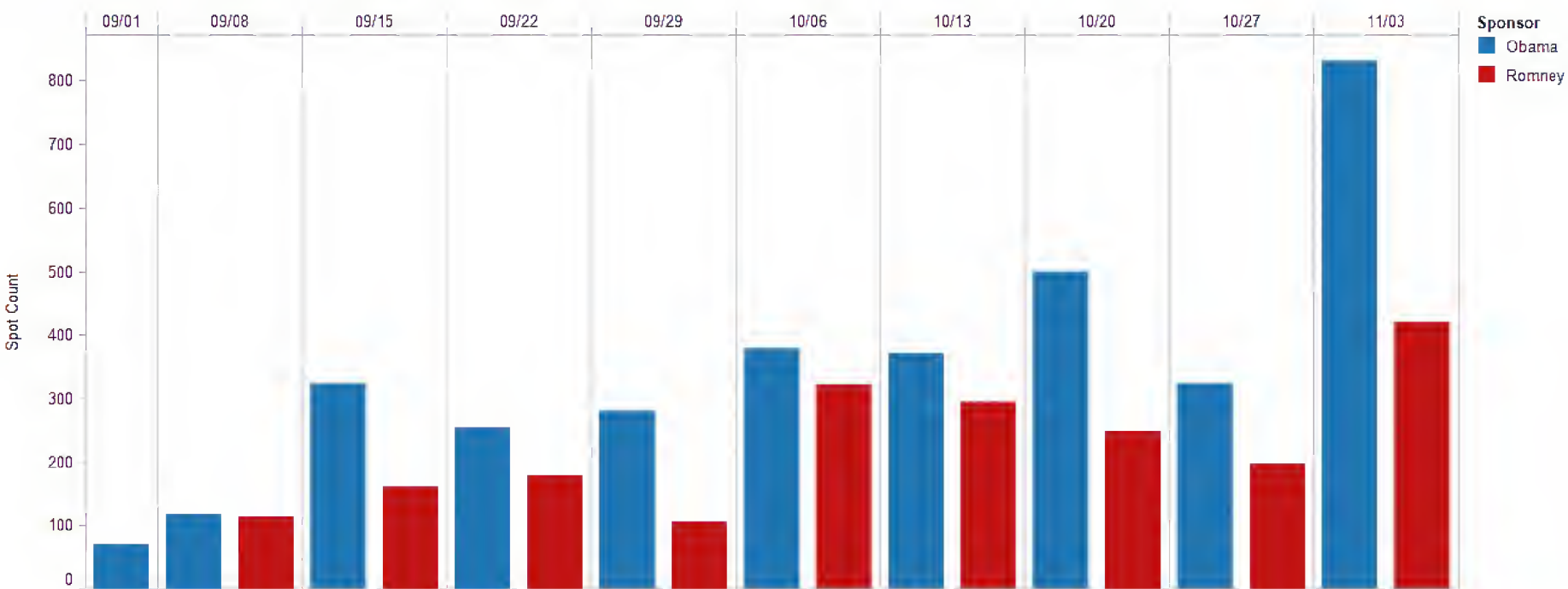
April 10, 2012 - November 06, 2012

46 - Markets with Democratic spot count advantage

39 - Markets with Republican spot count advantage

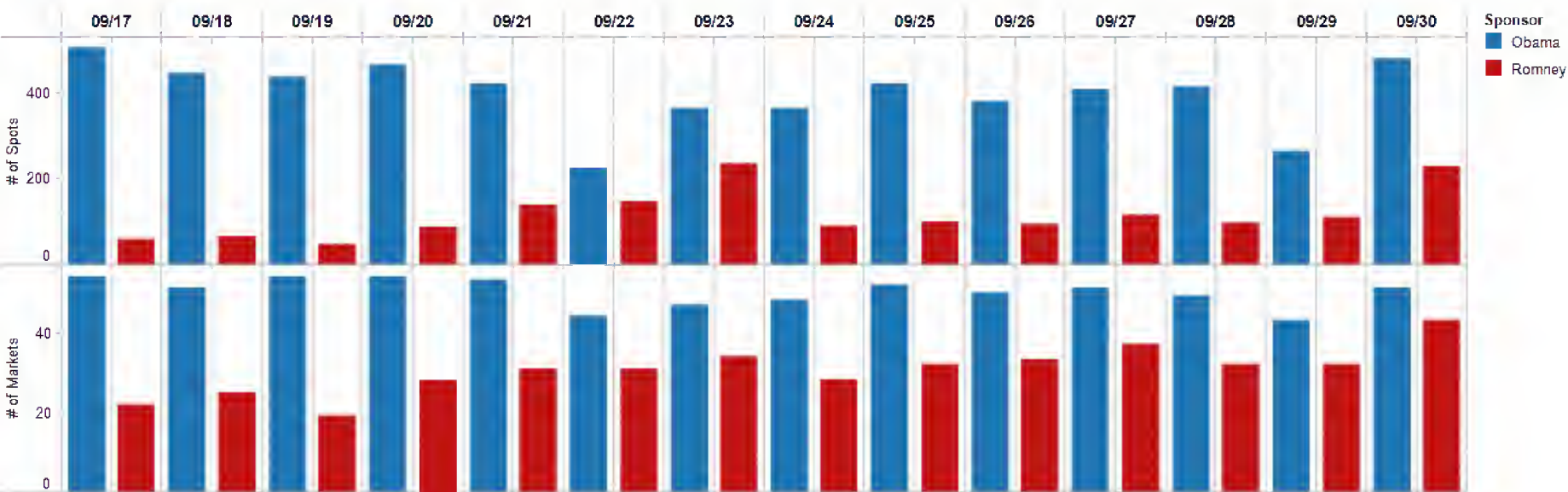


Presidential TV advertising during college football games

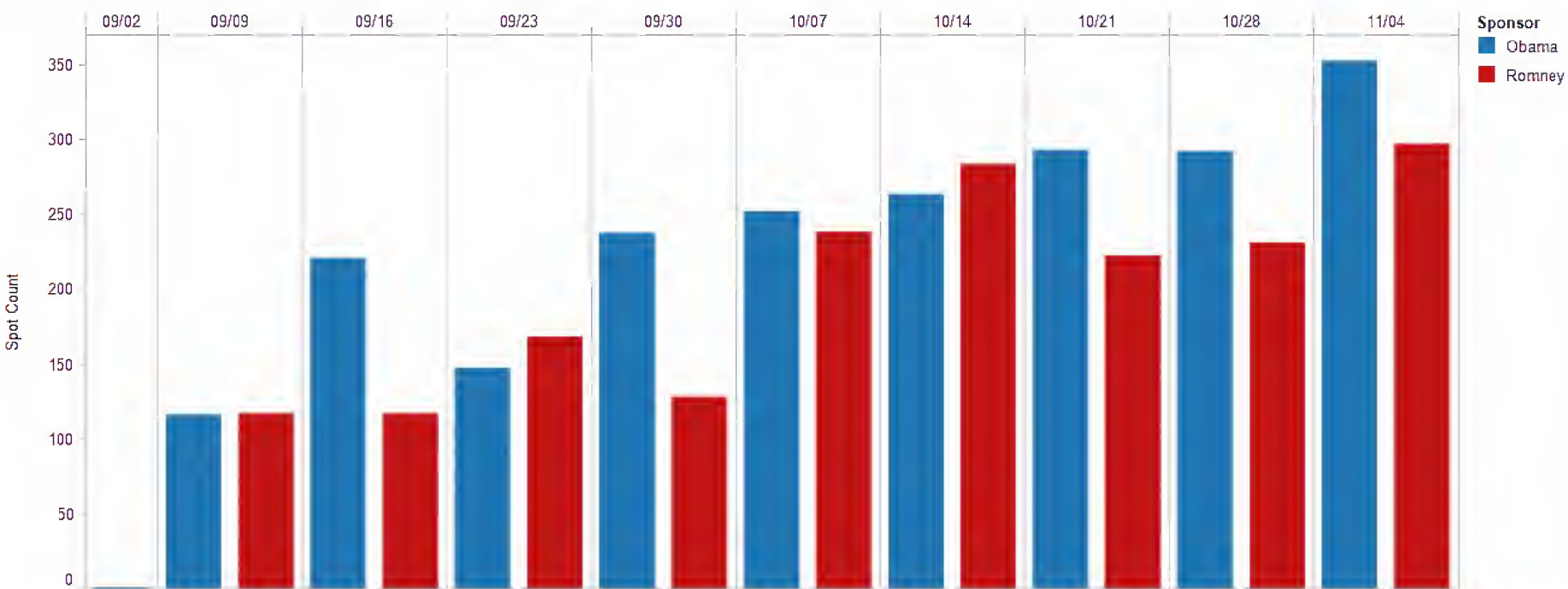


Presidential TV advertising during prime time

September 17, 2012 - September 30, 2012



Presidential TV advertising during professional football games





Anti-Romney vs. Pro-Romney TV Ads

4/10/12 - 11/6/12

